CARRIE FOX KING

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GROWTH STRATEGY & DIGITAL EXECUTIVE | OMNICHANNEL & E-COMMERCE | CONSUMER PRODUCTS

Retail executive with two decades scaling omnichannel, e-commerce, and 3rd-party businesses for consumer brands and products. Career spans Fortune 500 manufacturers, mid-market retailers, and distributors, with leadership across DTC, marketplace, and partner channels. Built and scaled functions at Pandora, Under Armour, and Altar'd State including operations, sales and marketing, data analytics and customer experience. Operates at the intersection of brand, technology, and commercial strategy, with fluency in end-to-end retail, full-funnel shopping journeys, the digital shelf, and AI and conversion optimization.

CAREER SNAPSHOT

- ✓ Drove a $6B athletic apparel manufacturer to the #1 marketplace position in its category, scaling retail sales on the platform from $130M to $400M.
- ✓ Scaled the digital business at a multi-brand specialty retailer, growing the flagship site's revenue 50% with a 60% lift in contribution, while optimizing omnichannel collaboration across stores and inventory.
- ✓ Modernized the digital customer experience through deployment of AI-powered personalization and shopping tools, lifting average user conversion 300%.
- ✓ Led digital transformation of a $3.5B global jewelry manufacturer's Americas business, building the brand's largest digital market at over $125M in revenue across the US and Canada.
- ✓ Owned $14M in marketplace marketing investment across retail media, category growth and brand activation, championing beta innovation partnerships with Google, Meta, Amazon, and Microsoft.
- ✓ Led full revamp of marketplace strategy at a global B2B distribution organization, centered on private label expansion, product content, and pricing and margin strategy, delivering 34% year-over-year revenue growth.

CAREER SUCCESS

Chief Revenue Office, Fractional & Consultantcy | King Fox LLC — **Knoxville, TN | 2026-Current**

Current engagement as fractional CRO for AVRO Life, a Mitsubishi-founded supplement startup. Lead digital revenue and growth strategy, with ownership of channel priorities, performance, and commercial direction. Direct internal teams and agencies while building plans to execute against the company's growth roadmap.

Vice President of E-Commerce | TAKKT Group — **Cincinnati, OH | 2023-2025**

Led US e-commerce strategy and performance for the foodservices business unit within a global, matrixed B2B distribution organization headquartered in Germany, with digital growth ownership across websites, marketplaces, and an ecosystem of partner microsites.

- ➢ Led full revamp of marketplace strategy centered on private label products, executing across marketplace expansion, product content, marketing strategy, and pricing rework to deliver 34% year-over-year revenue growth.
- ➢ Drove 85% campaign revenue growth through optimization of digital acquisition strategies across paid media, search, and lifecycle programs.
- ➢ Launched the organization's first Buy Now, Pay Later solution, increasing new customer conversions 25%.
- ➢ Owned end-to-end e-commerce operations across multiple storefronts, balancing growth targets with operational discipline.

Director of DTC E-Commerce | Altar'd State — **Knoxville, TN | 2021-2023**

Led end-to-end e-commerce strategy and operations for a privately held specialty retailer with multiple sub-brands and 100+ US store locations. Owned revenue responsibility and roadmap for the flagship umbrella brand. Built teams to support a fast-fashion cadence, with hundreds of product launches per month, and an aspirational shopping environment.

- Developed and led execution of a 5-pillar playbook and roadmap to scale the flagship e-commerce business, achieving a 50% increase in revenue.
- Collaborated with stores and IT to deploy RFID, real-time inventory, and ship-from-store capabilities across the omnichannel footprint, improving inventory efficiency and shopper satisfaction.
- Revitalized organic search performance through technical SEO and content improvements, driving 40% increase in SEO traffic.
- Introduced AI-driven personalization and shopping tools across the site experience, generating an average 300% lift in user conversion rates.
- Increased mobile cart conversion rates 60% through iterative testing and user experience optimization.

Channel Lead, Pure Play E-Commerce & Marketing | Under Armour **Baltimore, MD | 2017-2021**

Served as senior leader in a newly formed business unit at a $6B global athletic apparel and footwear manufacturer, owning go-to-market and customer strategy, retail media, category positioning, creative execution and brand activations across major retail partners and marketplaces.

- Developed Amazon strategy that propelled the brand to the #1 position in athletic apparel, growing retail sales on the platform from $130M to $400M.
- Managed $14M marketplace marketing budget across retail media, co-branded partnerships, seasonal initiatives, and category growth priorities.
- Championed turnaround of underperforming Women's category, increasing contribution to total revenue by 50%.
- Launched sponsored product capability across three strategic retail partner platforms, generating $11.5M in revenue in Year 1.
- Spearheaded retail media innovation through beta partnerships with Google, Meta, Amazon, and Microsoft.

Head of DTC Relationships, Americas | Pandora Jewelry **Baltimore, MD | 2012-2016**

Recruited into the first DTC-focused executive role at the Americas headquarters of a $3.5B global jewelry manufacturer, with digital market ownership across the US, Canada, and Mexico. Led the transformation from content-only brand sites to fully transactional commerce while serving as a key contributor to Pandora's global Digital and CRM advisory team.

- Championed re-platform of four legacy brand websites into modern e-commerce platforms across the US, Canada, and Mexico, with the US platform growing to over $100M and emerging as the brand's largest digital market globally.
- Scaled Pandora Club loyalty program, growing membership by 200% and member average order value (AOV) by 55%.
- Increased customer lifetime value 170% through marketing automation, personalization, and lifecycle capabilities.
- Orchestrated the US market's first DTC Cyber Monday, delivering $6M in single-day revenue and a 12% onsite CVR.
- Established the first Consumer Affairs and Insights team at Americas HQ, championing consumer-centric policies and sharing analytics-driven insight with global leadership.

ADDITIONAL EXPERIENCE

Partner | King Fox LLC | Knoxville, TN | 2023-Current
Director of Marketing | Lumens.com | Sacramento, CA | 2011-2014
E-commerce Manager / Marketing Strategy Manager | Jewelry Television | Knoxville, TN | 2003-2011

EDUCATION & CERTIFICATIONS

Master of Business Administration | University of Tennessee | Knoxville, TN
Bachelor of Science in Communications | University of Tennessee | Knoxville, TN
Certificate in AI Strategies for Business Transformation | Northwestern Kellogg Executive Education

EXECUTIVE STRENGTHS

Strategic Planning & Execution | Consumer Products | Omnichannel Retail | Digital Transformation | DTC E-commerce Strategy | Retail Media | Performance Marketing | Acquisition & Retention | Marketplace Management | Revenue Growth | Affiliate Partnerships | Roadmap Development | Conversion Rate Optimization | AI Strategy | Data & Analytics | Team Leadership | Data & Analytics | Shopper Journeys | Merchandising | Product Marketing | Contracts & Negotiations | Agency & Vendor Management | Cross-Functional Collaboration | Brand & Positioning | P&L Ownership | B2C & B2B | Operations